



## **For Immediate Release**

### **New apple variety collaboration blossoms between Vineland and AIGN®**

*Vineland and AIGN work together on apple varieties commercialization project*

**VINELAND STATION, Ontario, July 11, 2023** – Apples are one of Canada’s most important fruit crops, leading the sector in overall fruit production and being one of the nation’s top five exported fruits.

With any successful product, there is a need to innovate and evolve as consumers seek new varieties and alternatives arise in the marketplace. For this reason, collaborations focusing on new consumer-driven Canadian apple varieties are an essential aspect of the product innovation life cycle, for both local consumers and those abroad.

“This new collaboration will advance apple variety development in Canada by combining Vineland’s multi-disciplinary research and innovation capabilities and intellectual property management skills with AIGN’s expertise in tree production and commercialization,” says Dr. Ian Potter, President and CEO, Vineland. “This distinctive collaboration has the potential, not only to maximize our breeding efforts and benefit the Ontario and Canadian apple sector but also to increase the Canadian apple selections most popular with consumers in Canada and around the world.”

“AIGN is excited to be Vineland’s exclusive collaborator on the evaluation, selection and commercialization of new apple cultivars for Canadian consumers and beyond,” says Dr. Gavin Porter, AIGN CEO. “AIGN also looks forward to building a working relationship with Vineland’s multi-disciplinary team for new plant variety development aligned with AIGN’s global tree production and commercialization expertise to maximize the impact of the Vineland breeding program.”

This collaboration serves to advance Vineland’s mission to improve the economic viability, sustainability and competitiveness of horticulture in Canada.

### **About AIGN®**

AIGN is a world leader in the intellectual property management of tree fruits with more than three decades of experience commercializing new proprietary varieties. Our network of membership allows us to test and distribute products through all the major horticultural regions of the world. AIGN is the owner of Hertha™, an extensive horticultural data base system developed to assist in the management of proprietary varieties.

### **About Vineland Research and Innovation Centre (Vineland)**

Vineland is a uniquely Canadian results-oriented organization dedicated to horticulture science and innovation. We deliver innovative products, solutions and services through an integrated and collaborative cross-country network to advance Canada’s research and commercialization agenda.

We are an independent, not-for-profit organization located in Canada's Niagara Region, on the traditional territory of Anishinaabeg, Ojibway/Chippewa and Haudenosaunee peoples. This territory is covered by the Upper Canada Treaties.

This project was funded in part by the Canadian Agricultural Partnership, a five-year federal-provincial-territorial initiative. For the latest on our research and innovation visit [www.vinelandresearch.com](http://www.vinelandresearch.com).

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